

**IN THE SPECIFICATION:**

Please substitute the following abstract for the abstract originally filed in the application:

~~This invention relates to a A system, method, and computer program product implementing the method for generating promotional scheme parameters for issuing redeemable electronic coupons, characterized in that it includes: wherein the method comprises~~ [[-]] automatically obtaining market demand data from defined sources of online auctions, [[-]] conducting online auctions using defined parameters for specified goods and/or services to obtain market demand data, [[-]] and storing and analyzing the market demand data obtained from ~~said the~~ online auctions or ~~said the~~ conducted auctions to estimate demand and calculate promotion scheme parameters for issue of redeemable electronic coupons. The instant invention also includes the system and computer program product for carrying out the above method.